

**LODI CITY COUNCIL
SPECIAL CITY COUNCIL MEETING
CARNEGIE FORUM, 305 WEST PINE STREET
TUESDAY, NOVEMBER 23, 2010**

A. Call to Order / Roll Call

The Special City Council meeting of November 23, 2010, was called to order by Mayor Katzakian at 7:00 a.m.

Present: Council Member Hansen, Council Member Johnson, Council Member Mounce, and Mayor Katzakian

Absent: Mayor Pro Tempore Hitchcock

Also Present: City Manager Bartlam, City Attorney Schwabauer, and City Clerk Johl

B. Regular Calendar

B-1 Adopt Resolution Approving the Purchase of Encoder Receiver Transmitter Equipped Itron Solid-State Meters from General Pacific, of Portland, OR (\$295,000) (EUD)

City Manager Bartlam provided a general overview of the proposed purchase of the Itron meters from General Pacific as outlined in the staff report.

Council Member Mounce made a motion, second by Council Member Johnson, to adopt Resolution No. 2010-203 approving the purchase of encoder receiver transmitter equipped Itron solid-state meters from General Pacific, of Portland, OR, in the amount of \$295,000.

VOTE:

The above motion carried by the following vote:

Ayes: Council Member Hansen, Council Member Johnson, Council Member Mounce, and Mayor Katzakian

Noes: None

Absent: Mayor Pro Tempore Hitchcock

B-2 Adopt Resolution Approving the Expansion of the San Joaquin County Enterprise Zone Boundary (CM)

City Manager Bartlam provided a brief overview of the proposed expansion of the San Joaquin Enterprise Zone boundary as outlined in the staff report.

In response to Council Member Hansen, Mr. Bartlam stated the third area includes the Lodi Nut Company, he is not sure why it was not originally included in the boundary, and the expansion would still need to be approved by other jurisdictions in addition to Lodi.

In response to Council Member Johnson, Mr. Bartlam stated some businesses may not take advantage of the program because of the perception that it is additional bureaucracy and the paperwork is onerous.

In response to Council Member Mounce, Enterprise Zone Specialist Connie Rill stated the legislative bill that was going to eliminate the program in its entirety is dead and there is some discussion regarding a new bill that may reduce the percentage of hiring tax credits based on wage and remove retroactivity.

In response to Council Member Hansen, Ms. Rill stated there are 42 enterprise zones in

California and that number is purposefully limited for economically disadvantaged communities.

In response to Council Member Mounce, Ms. Rill stated the east side of town was helpful in the application process to obtain the enterprise zone designation.

In response to Council Member Hansen, Ms. Rill stated smaller companies have a sense of disbelief in the program but there are businesses who are talking to everyone they can about the program benefits and some companies are locating into San Joaquin County because of the program.

In response to Mayor Katzakian, Ms. Rill stated receiving approval of the expansion process wise should not be a problem.

In response to Myrna Wetzel, Ms. Rill stated the only drawback is to the State in general fund tax revenue but the overall economic benefit is more vast based on more hiring. She also stated that, although there are no restrictions for business type, the program is primarily designed for manufacturing businesses.

Council Member Johnson made a motion, second by Council Member Mounce, to adopt Resolution No. 2010-204 approving the expansion of the San Joaquin County Enterprise Zone boundary.

VOTE:

The above motion carried by the following vote:

Ayes: Council Member Hansen, Council Member Johnson, Council Member Mounce, and Mayor Katzakian

Noes: None

Absent: Mayor Pro Tempore Hitchcock

B-3 Approve Lodi Tourism Business Improvement District (LTBID) 2011 Annual Report, Adopt Resolution of Intention to Levy Annual Assessment, and Set Public Hearing for December 15, 2010, to Consider the Proposed Assessment (CM)

Visit Lodi Executive Director Nancy Beckman provided a PowerPoint presentation regarding the annual report for the Conference and Visitors Bureau. Specific topics of discussion included an overview of the 2010 year, challenges based on the economic climate, activities and accomplishments for 2010, Lodi Outdoors video, 2011 work plan highlights, leisure market, group market, and publications and communications.

In response to Council Member Johnson, Ms. Beckman stated the Transient Occupancy Tax statistics and trends from 2003-2009 show a steady decline due to lower occupancy and lower daily rates.

In response to Council Member Johnson, Ms. Beckman stated there has not been a lot of movement from the winery group regarding agricultural tourism but there is some effort to work with the County and Farm Bureau in reviewing the winery ordinance.

In response to Council Member Mounce, Ms. Beckman stated the City Council can help in the effort by keeping the agricultural tourism issue in front of the Board of Supervisors so that they can understand the importance of the same.

In response to Council Member Johnson, Ms. Beckman stated there has only been one meeting with the Farm Bureau and their position will be better understood over future meetings.

In response to Council Member Johnson, Ms. Beckman stated the \$250,000 number represents air time costs on radio and television, website advertising, and other costs that are calculated by the Public Relations people.

In response to Myrna Wetzel, Ms. Beckman stated Lodi has been featured on all the major television channels.

In response to Council Member Hansen, Ms. Beckman stated Visit Lodi has not worked with the Sandhill Crane Festival in the past but plans to engage in future talks regarding the same.

In response to Mayor Katzakian, Ms. Beckman stated that, while they do not have the final numbers for the Treasure Island event, the event itself was highly successful as evidenced by the number of people who stopped by the Lodi booth.

In response to Mayor Katzakian, Ms. Beckman stated the bidding process involves providing information on hotels, room rates, and attractions.

In response to Mayor Katzakian, Ms. Beckman stated Visit Lodi will be working with the Lodi Arts Commission in the future to put together hotel packages for events such as the Artisan Winemakers Dinner.

In response to Council Member Hansen, Ms. Beckman stated that, while Motel 6 has the potential to take away from other hotels, the biggest issue is the price point for hotels.

In response to Mayor Katzakian, Ms. Beckman stated most hotels are booked through the corporate process rather than through individual hotel sites.

Council Member Mounce made a motion, second by Council Member Johnson, to approve Lodi Tourism Business Improvement District (LTBID) 2011 Annual Report, adopt Resolution of Intention No. 2010-205 to levy annual assessment, and set public hearing for December 15, 2010, to consider the proposed assessment.

VOTE:

The above motion carried by the following vote:

Ayes: Council Member Hansen, Council Member Johnson, Council Member Mounce, and Mayor Katzakian

Noes: None

Absent: Mayor Pro Tempore Hitchcock

C. Adjournment

There being no further business to come before the City Council, the meeting was adjourned at 8:06 a.m.

ATTEST:

Randi Johl
City Clerk